

**2007 NOAA Weather Radio All Hazards  
Mark Trail Award Recipients**

**Individuals**

Lt. General Russel L. Honoré, Atlanta, GA  
Philip Hoy, Evansville, IN  
Bruce Jones, Topeka, KS  
Kathryn Martin, Evansville, IN  
Jim Rasor, Carterville, IL

**State, County, and Local Government**

Arkansas Department of Emergency Management, Little Rock, AR

**Corporations**

CNN Weather, Atlanta, GA  
Nex-Tech, Lenora, KS

**Partnerships**

Harveys Supermarkets/WALB-TV, Albany & Nashville, GA

hhgregg Appliances, Inc./WTHR-TV, Indianapolis, IN

Houchens Industries/WBKO-TV, Bowling Green, KY

The Kroger Company, Cincinnati, OH/WAVE-TV,  
Louisville, KY/WKYT-TV, Lexington, KY/WMC-TV, Memphis, TN

Publix Super Markets, Lakeland, FL/WSFA-TV, Montgomery, AL/  
ABC TV, Birmingham, AL/WFLA-TV, Tampa, FL

Southern Family Markets/WAFF-TV, Huntsville, AL

United Supermarkets/KVII-TV, Amarillo, TX

*Photographs from today's event will be made available at  
<http://www.weather.gov/com/trailawards/>*

**Introduction and Comments**

Scott Rayder  
NOAA Chief of Staff

**Partners in Progress**

Keith L. Seitter  
Executive Director  
American Meteorological Society

Brian Markwalter  
Vice President, Technology and Standards  
Consumer Electronics Association

Bobby Jackson  
Senior Vice President  
National Safety Council

**Keynote Address**

The Honorable Brad Ellsworth  
Member, United States House of Representatives  
Indiana - 8th District

**Recognition of Jack H. Elrod's Contributions**

Vice Admiral Conrad C. Lautenbacher, Jr., USN (Retired)  
Under Secretary of Commerce for Oceans and Atmosphere

**Luncheon**

**NOAA Weather Radio All Hazards Progress Report**

Mary M. Glackin  
Acting Assistant Administrator for Weather Services  
National Oceanic and Atmospheric Administration

**NOAA Weather Radio: A Partnership for Public Safety**

Vice Admiral Conrad C. Lautenbacher, Jr., USN (Retired)

**Presentation of 2007 Mark Trail Awards**

## Awards Program Sponsors

American Meteorological Society  
Armstrong Transmitter Corporation  
Consumer Electronics Association  
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Hideki Electronics, LLC  
Jack H. Elrod, Jr.  
King Features Syndicate  
Midland Consumer Radio Inc.  
National Safety Council  
RadioShack  
Reecom, Inc.

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### Jack Elrod\*, Mark Trail, and the NOAA Weather Radio All Hazards Mark Trail Awards



In 1995, Jack H. Elrod, Jr., writer and illustrator of the cartoon Mark Trail\*\* since 1950, took an active interest in NOAA Weather Radio All Hazards and developed Sunday feature cartoons to illustrate its use to mitigate severe and hazardous weather threats. In 1997 he agreed to permit usage of the Mark Trail character as the official spokesperson for NOAA Weather Radio All Hazards. Later in 1997 the Mark Trail Award concept became a reality and 2007 marks its eleventh year.

The Mark Trail Awards are presented to individuals, State, County, and Municipal governments, Non-Government and Non-Profit Organizations, and Corporations for noteworthy gifts, community action, and individual or group response to a NOAA Weather Radio All Hazards warning that exemplifies the lifesaving benefits of NOAA Weather Radio All Hazards.

\* During his career, Jack Elrod has received over thirty conservation awards from government agencies and private organizations. The USDA has set aside a 16,500-acre tract in the Chattahoochee National Forest in north Georgia and named it the Mark Trail Wilderness Area. In 1996 he received a NOAA National Weather Service public service award, followed in 1998 by a lifetime service award from NOAA at a ceremonial luncheon in the Capitol.

\*\* Mark Trail is syndicated by King Features and is published in approximately 175 newspapers nationwide. The NOAA/Mark Trail connection has developed into a partnership that brings Jack Elrod, King Features, and NOAA together to support weather safety for the public.



### The Eleventh Annual NOAA Weather Radio All Hazards Mark Trail Awards Ceremony and Luncheon

345 Cannon House Office Building  
Washington, DC  
June 21, 2007

